

From: EXECUTIVE DEVELOPMENT PRESS, Inc.

LITTLETON, NEW HAMPSHIRE

Because of Management's Failure to Recognize
The Most Valuable Thing in the Business World . . .

almost every business is suffering from a deficiency of executive ability!

A number of years ago, John D. Rockefeller was questioned about the qualities needed for success in business. This was his reply:

"The ability to handle men is the most valuable thing in the business world! I will pay higher for that than for any other qualification!"

Handling men is one of six indispensable ingredients of able management. Six pocket-size brochures of Robert R. Updegraff's authorship or selection of Executive Management Techniques offer sensible, workable remedies.

Astute, hard-headed, and eminently successful business leaders, who enjoy national reputations for turning mismanagement and confusion into teamwork and improved production, reveal their "know-how" to you in these handy brochures. For instance:

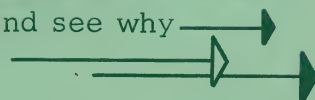
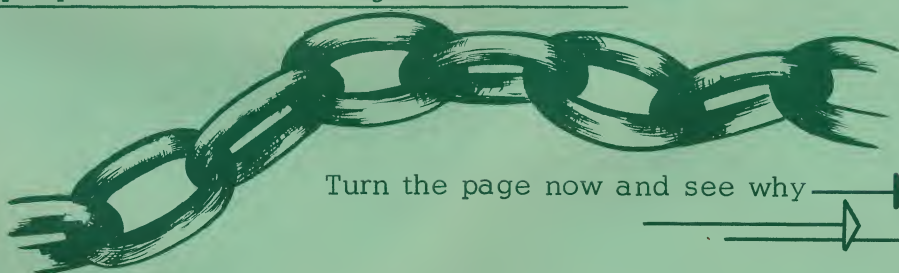
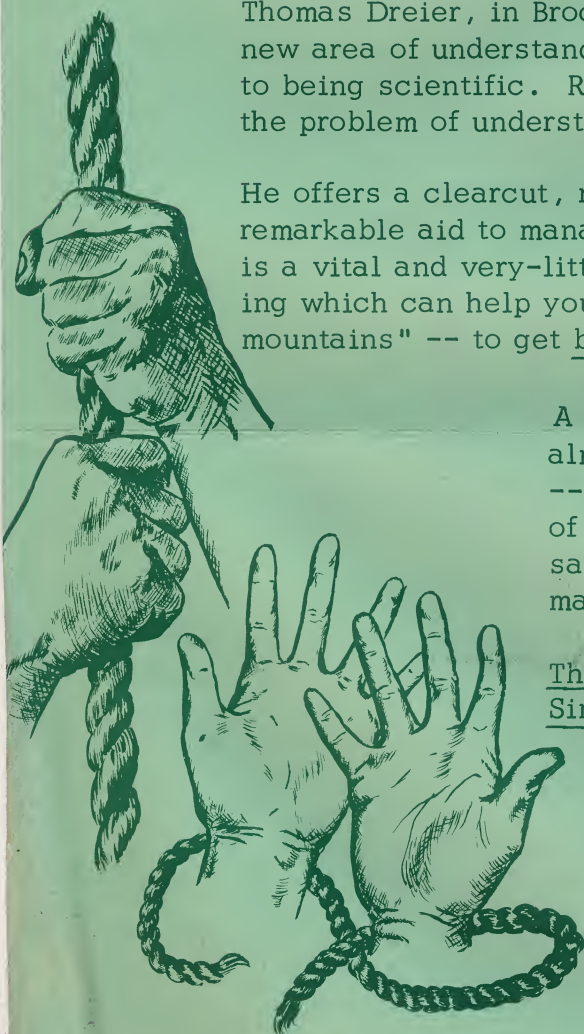
Thomas Dreier, in Brochure No. 3, opens the door to a broad new area of understanding of human nature. He makes no pretense to being scientific. Rather, in a simple approach, he explores the problem of understanding and motivating people.

He offers a clearcut, rational technique for handling others -- a remarkable aid to management capacity and performance. Here is a vital and very-little-explored sphere of human understanding which can help your managers and supervisors to "move mountains" -- to get better work done faster -- to improve profits!

A burden is off your shoulders when you see almost every one "pulling his share of the load" -- when "your hands are no longer tied" because of weak managerial support -- when you have the satisfaction of knowing that "every link in your management chain" is strong and dependable!

These Six Management Techniques will
Simplify Troublesome Management Problems

Turn the page now and see why



What the SIX MANAGEMENT TECHNIQUES are and do



First: One of the greatest causes of misunderstanding and failure to get a project under way is the inability to sell or put over the idea to others.

When you send for your set of these SIX EXECUTIVE MANAGEMENT TECHNIQUES, turn to page 3 of the first brochure -- Time Out for Mental Digestion -- and read "Why We Fail to Convince People."

Examine the remedy offered. This concept alone may be worth to you several times the cost of the entire six techniques.



Second: Show me a "boss" and I'll show you an inefficient, probably unhappy, organization! Too much criticizing, nagging, reprimanding, fuming! You might find this situation at all levels of supervision in your organization.

Happily, there is a way virtually to rebuild an organization, with steadily increasing efficiency. At least, I know of cases where it has been done without calling meetings or attracting attention, just as explained so clearly in the second brochure -- Four Keys to Able Management. I really believe this is an understatement: when you turn to page 14 in this brochure and see what the first key to able management is and how it can be accomplished, you'll be eager to master the simple skills of the other three keys -- unless, of course, you are already a master of them.



Third: The lack of the ability to handle people so they will try harder to please, causes some executives to retard their own progress and that of their companies. This may be a skill in which you excel. Remember, I said there's a 50-50 chance that you'll find an idea or two which will make you feel you're getting your money's worth. On page 3 of The Executive as a Human Chemist, you might discover an open door to an important and very-little-explored area of management opportunity.

If you feel that you have not thoroughly mastered the art of creating esprit de corps and company spirit among your employees, or you're in doubt as to how you can correct this deficiency in your other executives or supervisors, then this brochure can conceivably be worth many dollars to you.

You may disagree with me, but the fourth brochure, described on the following page, is (in my opinion) one of the most powerful management devices ever described in print.

Here is one of Mr. Updegraff's finest contributions to the executive:



Fourth: Business is putting an increasing premium on the man who can get things done. If this is giving you concern, I suspect you'll find in the brochure, The Specification Technique of Management, a quite effective formula. But don't expect it to unfold a magic, secret formula you never heard of before. The technique here is as old as the Pyramids. And yet, it is probably the greatest UNUSED force in business practice today!

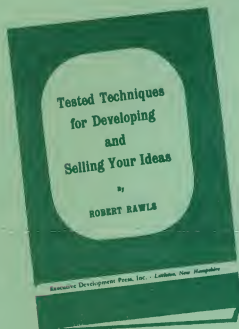
You surely wouldn't lose anything by reviving this old device. Some capable executives apply this technique today for all it's worth!



Fifth: "An ability to see the obvious and do it," is one important key to the success of ex-Secretary of the Treasury, George M. Humphrey....and he says so!

As a qualification for success in the business world, doing the obvious ranks high in importance. And yet, many are blind to its importance.

If you turn to page 5 in the fifth brochure, which is called Obvious Adams, you may become fired with intense enthusiasm as I was when I first read it. The basic philosophy here is so sound this book has become a business classic. One executive frankly credits his success to having read this amazing story.



Sixth: Progress in every field of activity depends on ideas. They are vital to business growth. Robert Rawls, in Tested Techniques for Developing and Selling Your Ideas, says, "top jobs and salaries usually go to those who have (1) sound ideas, (2) the skill and application to think them through--develop them--'package'them, (3) the persuasiveness to sell them, and (4) the patience and drive to inspire other people to cooperate in making them work."

Methods used by some of the most successful "idea men" in the business world are described. The principles shown here will help you in developing and selling your own ideas. Valuable to salesmen, public speakers -- anyone whose success depends on developing and selling ideas.

Now I haven't promised you that these brochures will cure most or all of your management ills -- if you have any. I feel that the noted authors of the Six Management Techniques can help you upgrade your men's managerial proficiency. A General Foods executive

wrote this to the author of one of the brochures: "I wish I had had the benefit of your thinking years ago. In my opinion nothing else you have done surpasses this in practical utility to the executive."

The great industrial designer, Henry Dreyfuss, said the author "sets down in such simple phrases many things of importance to all of us who must deal in human equations."

The authors of these management concepts are "blue-chip" executives of some of the nation's leading corporations and enterprises. They speak with authority. The director of one big corporation said, (speaking of one of the brochures) "I only wish I could have had this book 20 years ago."

Lee Edmiston, a Keller-Crescent Co. executive in Evansville, Indiana, aptly reminded us that "your set of six management techniques strike me as being utterly unique in that they open the eyes to broader avenues of management performance."

Now why should I take so much pains to show you why this set of Management Techniques should be placed in the hands of your managers and supervisors? It's simply this:

Business leaders today are reaching for packaged answers to many of their troublesome management problems. Your middle-management executives will discover usable, stimulating solutions to some of their toughest problems here.

Those answers would cost you large sums if you called in competent counsel to work with your men. And yet, we've selected some of the nation's outstanding consultants and business leaders to feed your people these priceless capsules of management "know-how!"

The profits to you will be remembered long after the nominal cost of these six Management brochures is forgotten.

You determine how many sets you need -- they'll be sent on our usual 10-day Free-Trial Offer. You may return any or all of the sets at the end of 10 days for any or no reason at all.

You're holding the "ace card" in your hand. You can't lose with such generous terms, no matter how many sets you order...because you'll be asked to return them if you find they're not for you.

Low, quantity prices are shown on the card you're holding. Why not fill it in right now while it is fresh on your mind? Then mail it -- we'll do the rest!

BE

Maynard Sundman
Maynard Sundman,
President

P.S.: To improve the ability of your people "to handle men" is worth far more to you than the small price involved here! Send for and study all of the Essential Techniques -- then decide whether you'll want to return them.

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Littleton, New Hampshire

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